

Spd Rm
15. (Amended) A system for distributing electronic content packages comprising:

a content provider having a plurality of electronic content;

a broadcast center coupled to the content provider for receiving said plurality of electronic content and transmitting said plurality of electronic content;

a user appliance having a filter therein, said appliance coupled to said broadcast center for receiving said plurality of electronic content, said filter filtering the plurality of electronic content with predetermined filter terms and accepting one or more of said plurality of electronic content to form a selected content subset as a function of said filter terms.

Spd Rm
16. (Amended) A broadcast center for electronic content comprising:
electronic content store subsystem receiving electronic content from a content provider;

a content store for processing buy transactions from a requesting user and linking marketing information with said electronic content;

a server coupled to said content store for receiving said electronic content and said marketing information;

a transmitter coupled to said server for broadcasting said electronic content and said marketing information to a plurality of users,

said content store coupled to said plurality of users so that when said requesting user requests a purchase, said content store processes the buy transaction and initiates further rights in said electronic content for said requesting user.

Spd Rm
19. (Amended) A user appliance for a system comprising:
a receiver receiving a plurality of electronic content and associated marketing information;
a filter coupled to the receiver;
a storage device coupled to said filter,

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said filter filtering the plurality of electronic content with predetermined filter terms and accepting one or more of said plurality of electronic content to form a selected content subset as a function of said filter terms, and after accepting, storing said selected content subset on said local storage device.

Please add the following new claim:

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21. (New) A method for distributing electronic content comprising:
distributing a plurality of electronic content samples having predetermined user rights associated therewith;
distributing marketing information with each of said plurality of electronic content selections;
receiving the plurality of electronic content samples and associated marketing information;
filtering the plurality of electronic content samples with predetermined filter terms; and
accepting one of said plurality of electronic content samples to form a selected sample as a function of the marketing information matching said filter terms; and
storing the selected sample for user review.

R E M A R K S

Applicants wish to thank the Examiner for considering the present application. In the Office Action dated July 18, 2002, claims 1-20 are pending in the application. Claim 21 has been added above. Applicants respectfully request the Examiner for reconsideration.

Claim 15 stands rejected under 35 U.S.C. §102(b) as being anticipated by *Payton* (5,790,935). Applicants respectfully traverse.

Claim 15 is directed to a system for distributing electronic content having a content provider, a broadcast center, and a user appliance. The broadcast center broadcasts the plurality of electronic content from the content provider to a user